



WORKFORCE OBSERVATIONS

State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

FOR NORTHWEST WISCONSIN COUNTIES

ASHLAND, BAYFIELD, BURNETT, DOUGLAS, IRON, PRICE, RUSK, SAWYER, TAYLOR, WASHBURN

August 2004

Job expansion yields lower unemployment rates

The number of Northwest Wisconsin residents with jobs set a new high in July. Out of a total labor force of 100,040 nearly 95,400 residents were employed in July. The labor force topped the 100,000 mark for the first time in the June when the estimates were revised this month. The number of unemployed in July was nearly 1,000 less than in June and the unemployment rate in July was a full percentage point lower.

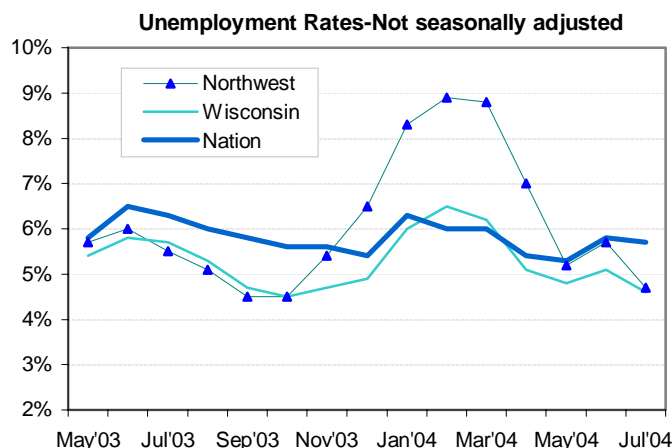
The unemployment rate for Northwest Wisconsin was 4.7 percent in July down from 5.7 percent in June and from 5.5 percent one year ago. Nine of the ten counties in the northwest region reported lower unemployment rates over the twelve-month period, as did 66 of the state's 72 counties. Not among that group was Burnett County where the unemployment rate rose from 3.9 percent in July 2003 to 4.1 percent in July 2004.

However, all northwest counties did report a lower unemployment rate over the month and for most of the counties it was the lowest July unemployment rate since 2001. The unemployment rate in Ashland County posted the third largest decline in the state dropping from 7.5 percent in June to 5.9 percent in July. Last month, Ashland County had one of the largest increases in the state.

In general, the greatest reductions in unemployment rate occurred in the northern counties of the state. Price, Washburn, Sawyer, Rusk, Iron, and Ashland counties all reported a drop of a full percentage point or more in the July rate.

The reason for lower unemployment was an increase in the number of residents with jobs and a reduction in the number unemployed. The number of employed in the region increased by 960 residents while the number of unemployed declined by 985. The number of residents with jobs increased even though the number of jobs in the area declined.

An increase in the number of employed residents often occurs in



	May'03	Jun'03	Jul'03	May'04	Jun'04	Jul'04
Northwest	5.7%	6.0%	5.5%	5.2%	5.7%	4.7%
Wisconsin	5.4%	5.8%	5.7%	4.8%	5.1%	4.6%
Nation	5.8%	6.5%	6.3%	5.3%	5.8%	5.7%

Civilian Labor Force Estimates* for Northwest Wisconsin counties: July 2004

	Ashland			Bayfield			Burnett			Douglas			Iron		
	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03
Labor force	9,113	9,048	9,009	8,304	8,127	8,016	8,394	8,450	8,380	24,172	24,291	23,972	3,456	3,553	3,505
Employed	8,571	8,370	8,258	7,887	7,701	7,598	8,049	8,025	8,056	22,977	22,915	22,631	3,242	3,276	3,253
Unemployed	542	678	751	417	426	418	345	425	324	1,195	1,376	1,341	214	277	252
% unemployed	5.9	7.5	8.3	5.0	5.2	5.2	4.1	5.0	3.9	4.9	5.7	5.6	6.2	7.8	7.2

	Price			Rusk			Sawyer			Taylor			Washburn		
	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03
Labor force	7,342	7,460	7,195	7,317	7,272	6,900	11,628	11,488	11,015	11,584	11,583	11,339	8,732	8,793	8,631
Employed	7,050	7,087	6,820	6,942	6,799	6,498	11,197	10,897	10,538	11,105	11,019	10,810	8,352	8,321	8,129
Unemployed	292	373	375	375	473	402	431	591	477	479	564	529	380	472	502
% unemployed	4.0	5.0	5.2	5.1	6.5	5.8	3.7	5.1	4.3	4.1	4.9	4.7	4.4	5.4	5.8

* not seasonally adjusted

Industry Employment Estimates for Northwest Wisconsin: Current month - July 2004

(Employment in thousands)	Ashland			Bayfield			Burnett			Douglas			Iron		
	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03
Total Nonfarm	9.1	9.1	8.9	4.4	4.4	4.3	5.2	5.3	5.3	17.9	18.2	17.5	2.3	2.4	2.4
Const/Min'g/Nat. Resources	0.6	0.5	0.5	0.3	0.3	0.3	0.3	0.3	0.3	1.2	1.1	1.0	0.4	0.4	0.4
Manufacturing	1.3	1.3	1.3	0.1	0.1	0.1	1.0	1.0	1.0	0.9	0.9	1.0	0.3	0.3	0.3
Trade	1.1	1.1	1.1	0.5	0.5	0.5	0.6	0.6	0.6	3.2	3.2	3.2	0.4	0.4	0.4
Transportation & Utilities	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	2.2	2.3	2.2	0.0	0.0	0.0
Financial Activities	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.5	0.5	0.5	0.1	0.1	0.1
Education & Health Services	1.7	1.7	1.7	0.3	0.3	0.3	0.6	0.6	0.6	2.0	2.0	2.0	0.3	0.3	0.3
Leisure & Hospitality	1.0	1.0	0.9	1.3	1.1	1.2	0.7	0.7	0.7	2.5	2.5	2.3	0.4	0.4	0.3
Info, Prof/Bus.Srv, Othr Srv.	0.9	0.9	0.9	0.3	0.3	0.3	0.3	0.3	0.4	3.0	3.0	3.0	0.1	0.1	0.1
Total Government	2.1	2.1	2.0	1.3	1.5	1.3	1.3	1.4	1.4	2.5	2.9	2.3	0.4	0.4	0.4

	Price			Rusk			Sawyer			Taylor			Washburn		
	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03	Jul '04	Jun '04	Jul '03
Total Nonfarm	6.6	6.8	6.4	5.9	5.9	5.6	7.7	7.6	7.3	9.3	9.4	9.3	6.4	6.5	6.2
Const/Min'g/Nat. Resources	0.2	0.2	0.2	0.3	0.3	0.3	0.5	0.4	0.4	0.4	0.4	0.5	0.3	0.3	0.3
Manufacturing	2.3	2.3	2.3	2.0	2.0	2.0	0.6	0.6	0.6	2.9	2.9	2.9	1.0	1.0	1.1
Trade	0.9	0.9	0.9	0.6	0.6	0.6	1.3	1.3	1.3	1.4	1.4	1.4	1.1	1.1	1.0
Transportation & Utilities	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.1	0.5	0.5	0.5	0.2	0.2	0.2
Financial Activities	0.2	0.2	0.2	0.2	0.2	0.1	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Education & Health Services	0.8	0.8	0.8	0.4	0.4	0.4	0.6	0.6	0.6	1.0	1.0	1.0	0.9	0.9	0.8
Leisure & Hospitality	0.5	0.4	0.4	0.3	0.3	0.3	1.3	1.2	1.2	0.5	0.5	0.5	0.9	0.8	0.8
Info, Prof/Bus.Srv, Othr Srv.	0.6	0.6	0.6	0.6	0.6	0.5	0.8	0.7	0.8	1.4	1.3	1.2	0.6	0.6	0.5
Total Government	0.9	1.1	0.9	1.4	1.4	1.2	2.2	2.3	2.0	0.9	1.1	0.9	1.3	1.4	1.2

Current month preliminary. Estimates based on March 2003 benchmark. Summing from unrounded numbers.

the middle of summer as the number of self-employed in the region expands. And, the number of jobs with local employers often declines as area schools lay off workers during the summer. The two sets of estimates also move in an opposing direction when residents who work two jobs lose one of those jobs but remain employed in the second one. The result is a lower count of jobs but not a lower count of residents with jobs.

There were nearly 1,300 fewer government jobs in July, primarily the result of reductions from local school districts as they lay off non-teaching staff for the summer. This reduction is staggered over the summer months as summer classes end and by the delayed payroll reporting from some school districts. In some counties, Bayfield for instance, jobs in education increased as summer training camps with private employers hired instructors and maintenance personnel.

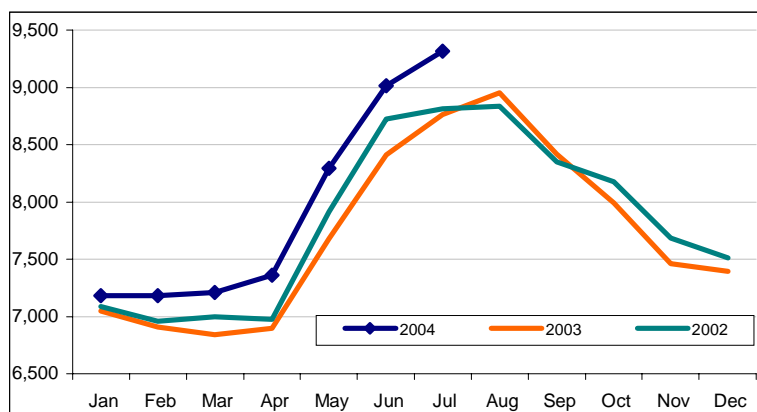
The largest increase in jobs in July occurred in leisure and hospitality where employers added 300 jobs in July. This increase pushed the regional total in leisure and hospitality jobs over 9,300. Since April employers have added over 2,100 jobs in leisure and hospitality.

The second largest increase in jobs occurred with employers in construction and natural resources. The July addition of 120 jobs brought the total increase since April to nearly 1,400 added jobs. The total number of jobs in the industry was 4,450 in July.

Manufacturing em-

ployers also added jobs for the third straight month. The 50 new jobs added in July brought the three-month increase to nearly 500 additional manufacturing jobs since April. The total number of jobs with manufacturing employers in Northwest Wisconsin was 12,300 in July but remains 220 shy of the number of manufacturing jobs one year ago.

Leisure & Hospitality Jobs in Northwest



Find the most current Labor Market Information at: WWW.DWD.STATE.WI.US/LMI

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